



FRIENDS & FAMILY SALE STYLE GUIDE 2025

JOB #: 1449253186A

IN MARKET DATE(S): FEBRUARY 1-2, 2025

PRIMARY

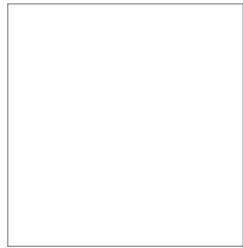
**friends &
family sale!**

HORIZONTAL

friends & family sale!

[DOWNLOAD ASSETS](#)

PRIMARY



ACE RED

CMYK

C	0
M	100
Y	81
K	4

PANTONE Black C

CMYK

C	0
M	0
Y	0
K	100

RGB

R	227
G	25
B	55

RGB

R	0
G	0
B	0

HEX

d54443

HEX

000000

WHITE

CMYK

C	0
M	0
Y	0
K	0

RGB

R	255
G	255
B	255

HEX

FFFFFF

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
Our standard price treatment remains the same throughout the quarter.

header

Roboto Bold

lowercase

Optical Kerning - 30

Subhead

Roboto Bold

Title Case

Optical Kerning - 0

Body

Roboto Regular

Sentence case

Optical Kerning - 0

Use the confetti background behind all creative. Place white boxes over the confetti so it doesn't interfere with the Ace Logo.



Confetti Background

[DOWNLOAD ASSETS](#)

Use this barcode for all print pieces.



Barcode

[DOWNLOAD ASSETS](#)

Collateral Examples

CASHIER SIGN

2 DAYS – IN-STORE ONLY / Feb. 1-2, 2025

☆ ACE REWARDS EXCLUSIVE ☆

ACE friends & family sale!


8 0 0 3 5 3 7 4

20% off
your purchase of regular-priced merchandise

*Valid for a single transaction at participating Ace Hardware stores from February 1–February 2, 2025 for Ace Rewards members only. Not valid on acehardware.com or the Ace mobile app. NOT VALID ON ALL BRANDS OR OFFERS EVEN IF SHOWN IN THIS AD AND NOT VALID ON THE FOLLOWING UNLESS SPECIFIED IN THE OFFER: rentals, services, extended warranties, gift cards, gov't issued items, building materials, pet food, fuel, power tools/equipment, water heaters, grills, Benjamin Moore®, Big Green Egg®, EGO®, Magnolia Home by Joanna Gaines®, STIHL®, Toro®, Traeger®, Weber®, YETI®, and such other items individual stores or acehardware.com/exclusions may designate. Coupon must be presented by Ace Rewards member at time of purchase. Once redeemed, the coupon may not be redeemed again in any format. Offer is void if coupon is duplicated or transferred. Cannot be used with any other coupon, except an Ace Reward. Customer is responsible for any sales tax. Purchase minimum is calculated before tax, shipping, handling, assembly and delivery (none of which are discountable), and before applying reward redemption. No cash value. Discount is allocated across all qualifying items in transaction. If merchandise is returned, customer will receive discounted price paid and coupon will not be replaced. By redeeming this coupon, you agree to Ace Rewards Terms and Conditions, available at acehardware.com/rewards-terms, which are expressly incorporated herein and subject to change.

CASHIER SIGN - PRINT AND DISPLAY AT CHECKOUT

BAGSTUFFER

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REWARDS MAILER EXAMPLE

B-SPOT - A57-63



REWARDS TO EXAMPLE - COUPON

OFFERS VALID 2/1/25 - 2/28/25
Unless otherwise stated. *See mail panel for details.

BUY TWO GET ONE FREE

Clark+Kensington®, Royal® and Magnolia Home by Joanna Gaines® Paint Gallons*

Offer valid 2/5/25 - 2/17/25. Clark+Kensington and Royal offer cannot be mixed and matched with Magnolia Home by Joanna Gaines paint offer. Free gallon must be of equal or lesser value.

WALLS & TRIM: Clark+Kensington Chipotle Pepper 05A-5

OFFER VALID 2/1/25 - 2/17/25

ACE REWARDS EXCLUSIVE* **SAVE \$2 INSTANTLY**

Select Laundry Products*

OFFER VALID 2/1/25 - 2/28/25
Unless otherwise stated. *See mail panel for details.

ACE REWARDS EXCLUSIVE* **SAVE \$2 INSTANTLY**

Select Duracell® Batteries**

ACE REWARDS EXCLUSIVE* **SAVE \$2 INSTANTLY**

Select Glad® and Hefty® Trash Bags**

INTRODUCING ACE YARD Rx

Right Products, Right Time

Delivered PRICE GUARANTEED

Our Best ACE Rewards co products only during current calendar year.

20% off your purchase of regular-priced merchandise

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**Not all eligible products are pictured. See store for more details or if product SKUs are listed, you can type the SKU(s) into search bar on acehardware.com for full product description

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COUPON - A27-29

2 DAYS - IN-STORE ONLY / Feb. 1-2, 2025

ACE REWARDS EXCLUSIVE* **friends & family sale!**

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8 0 0 3 1 5 3 7 4

REWARDS TO EXAMPLE - B-SPOT



Find everything you need right at your fingertips

The Visual Search function in the Ace mobile app makes it easy to search thousands of products and find exactly what you're looking for.

step 1: download the Ace mobile app

Scan the QR code to download the Ace mobile app. Open the app and select SHOP.

Get a \$10 bonus when you download the Ace mobile app!

step 2: take a photo

In the search bar, select the **CAMERA ICON** and allow the app to access the camera. Then **TAKE A PHOTO** of the item you are looking for.

step 3: get results

Select **CHOOSE** and the Ace mobile app will scan the photo and search thousands of products on AceHardware.com to display items that match your search.

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B-SPOT - A10-12



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